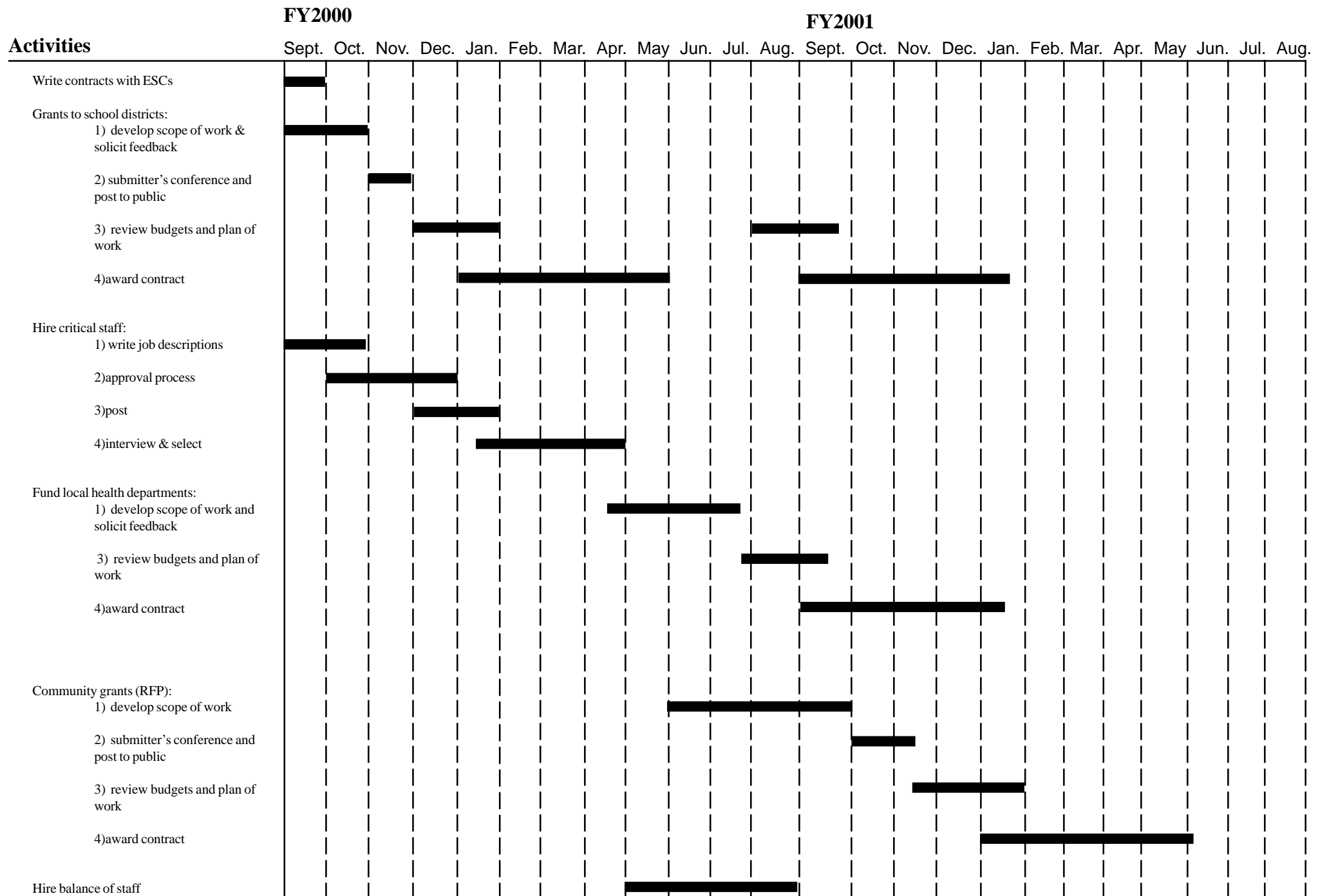


I. Community and Local Coalitions and Programs Including School-based Youth/Parent Programs



II. Public Awareness Campaign and Media Resource Center

	FY2000								FY2001															
Activities	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Review materials for Media Resource Center.																								
Begin development of or purchase any materials deemed necessary to assist local prevention efforts (ongoing).																								
Draft RFP for advertising/media services.																								
Prepare purchasing document.																								
Send out RFP in accordance with TDH purchasing guidelines.																								
Review proposals and presentations by select vendors.																								
Award bid to advertising agency/vendor.																								
Continue to conduct secondary research (literature searches, other campaigns etc)and review with new agency.																								
Utilize existing or new media deemed appropriate for public awareness including SB55, etc.																								
Conduct research to refine target audiences, develop campaign messages and gather data for campaign evaluation.																								
Develop marketing plan.																								
Complete marketing plan																								
Launch and continue new campaign																								
Coordinate and implement community events/ promotions as dictated by marketing plan																								
Promote telephone quitline																								
Hire critical staff:																								
1) write job descriptions																								
2)approval process																								
3)post																								
4)interview & select																								

III. Tobacco Use Cessation and Nicotine Addiction Treatment

	FY2000												FY2001											
Activities	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Develop mailing lists of health care providers and others to be sent cessation information.																								
Evaluate and select training resources.																								
Coordinate work group including representatives from insurance plans and beneficiary program, state agencies, physicians, dentists, voluntary groups and others to develop ways to include and support cessation in health plans.																								
Develop purchasing document to locate vendor for quit line.																								
Send out purchasing document for quit line in accordance with TDH purchasing guidelines																								
Review proposals/costs for quit line and award contract to vendor																								
Work with contractor to implement quitline																								
Implement quit line																								
Hire critical staff:																								
1) write job descriptions																								
2)approval process																								
3)post																								
4)interview & select																								

FY2001[illegible]

V. Surveillance, Evaluation and Research

	FY2000												FY2001												
Activities	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	
Collect baseline and ongoing information regarding tobacco use, attitudes, industry marketing practices , community and worksite policies, ordinances, and smoke-free public facilities at the local/community level.																									
Work with local health departments to develop surveillance/monitoring systems.																									
Conduct knowledge, attitudes and behavior studies prior to public information campaign development including focus groups, telephone surveys, and other methods as deemed appropriate.																									
Refine and collect baseline data on minorities and tobacco use. Attempt to get county or city level data.																									
Develop and publish RFP for independent private or university research firm to conduct program evaluation.																									
Develop sample and calendar for Texas Youth Tobacco Survey (TXYTS) and Youth Risk Behavior Survey(YRBS).																									
Obtain clearance at school district level for TXYTS and YRBS.																									
Obtain clearance for TXYTS and YRBS at school level and sample classes																									
Train survey staff for TXYTS and YRBS																									
Conduct the TXYTS and YRBS in selected school																									
Complete TXYTS and YRBS																									
Begin preparing reports for TXYTS and YRBS																									
Hire critical staff:																									
1) write job descriptions																									
2)approval process																									
3)post																									
4)interview & select																									

VI. Enforcement of Tobacco Control Policies and Laws

[illegible]

VII. Statewide Program Coordination Including Training and Assistance

FY2000

FY2001

Activities	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Align budgets through Texas Department of Health	■																							
Transfer existing TDH Office of Tobacco Prevention and Control staff salaries to Texas Tobacco Control Program funding.	■																							
Hire staff (approx. 25 FTEs):																								
1) write job descriptions	■	■																						
2)approval process		■	■	■																				
3)post				■	■																			
4)interview & select					■	■	■	■																
5)complete ALL hirings not completed by May									■	■	■	■												
Provide training throughout the year for staff as hired.					■	■	■	■	■	■	■	■												
Coordinate staff move into new space	■	■	■	■																				
Statewide Tobacco Coordination Conference															■	■								